

## Message Text

UNCLASSIFIED

PAGE 01 OUAGAD 01067 060922Z

10

ACTION EB-07

INFO OCT-01 AF-06 ISO-00 /014 W  
----- 034733

R 060839Z MAY 75

FM AMEMBASSY OUAGADOUGOU

TO SECSTATE WASHDC 9539

INFO USDOC WASHDC

AMEMBASSY ABIDJAN

AMEMBASSY NIAMEY

AMEMBASSY ACCRA

AMEMBASSY LOME

AMEMBASSY BAMAKO

UNCLAS OUAGADOUGOU 1067

E. O. 11652: N/A

TAGS: BEXP; ETRD; UV

SUBJECT: TRADE PROMOTION: MACK TRUCK LANDS BIG ORDER

1. JEAN UMMELS, MACK TRUCK REP, VISITED OUAGA AS APRT OF SWING THROUGH WEST AFRICAN COUNTRIES TO LINE UP DISTRIBUTOR-SHIPS. AFTER TWO DAYS HERE, UMMELS NOT ONLY AWARDED AGENCY TO SOCIETE AFRICAINE DE REPRESENTATION (SAR) BUT ALSO MANAGED TO BOOK FIRM ORDER WITH THEM FOR 37 BIG-UNIT TRUCKS. TOTAL VALUE OF SALE IS APPROXIMATELY \$666,000.

2. MACK'S ABILITY DELIVER BY OCTOBER WAS BIG FACTOR. UMMELS SAID THIS IS POSSIBLE DUE TO DEPRESSED STATE DOMESTIC MARKET. PRICE WAS ALSO VERY COMPETITIVE.

3. THIS IS LARGEST SINGLE U.S. COMMERCIAL TRANSACTION TO TAKE PLACE IN UPPER VOLTA IN YEARS. THIS SALE EQUALS ABOUT 40 PER CENT OF TOTAL U.S. EXPORTS TO UPPER VOLTA IN 1972 (LARGEST FIGURES AVAILABLE). FACT THAT MACK HAS BEEN ABLE TO CRACK FRENCH-DOMINATED TRUCKING/TRANSPORT SECTOR IS IMPRESSIVE. LESSON TO BE LEARNED IS THAT EVEN SMALLEST MARKET HOLDS POTENTIAL FOR U.S. GOODS AND SERVICES. GRAHAM

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## Message Attributes

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**TAGS:** BEXP, UV, MACK TRUCK  
**To:** STATE  
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